Wrexham Glyndŵr UNIVERSITY

MODULE SPECIFICATION PROFORMA

Module Title:	Crunching the Numbers	**Level**:	7	**Credit Value**:	15

Module code:	BUS798	**Is this a new module?**	Yes	**Code of module being replaced**:	n/a

Cost Centre:	GAMG	**JACS3 code**:	N340

Trimester(s) in which to be offered:	1, 2, 3	**With effect from:**	September 18

School:	Business	**Module Leader:**	Kelvin Leong

Scheduled learning and teaching hours	24hrs
Guided independent study	126hrs
Placement	0hrs
Module duration (total hours)	150hrs

Programme(s) in which to be offered	Core	Option
Executive MBA	✓	☐

Pre-requisites
None

Module Aims
To develop students' ability of gaining financial insights and business intelligence in which contributing to sustainable financial wellbeing of an organisation in a competitive business environment. To evaluate the potentials and impacts of big data and data analytics in the age of Internet of Things.

Intended Learning Outcomes
Key skills for employability

KS1   Written, oral and media communication skills
KS2   Leadership, team working and networking skills
KS3   Opportunity, creativity and problem solving skills
KS4   Information technology skills and digital literacy
KS5   Information management skills
KS6   Research skills
KS7   Intercultural and sustainability skills
KS8   Career management skills
KS9   Learning to learn (managing personal and professional development, self-management)
KS10   Numeracy

At the end of this module, students will be able to		Key Skills	
1	Analyse the financial performance of businesses and formulate management decisions based on financial information.	KS1	KS5
		KS3	KS6
		KS4	KS10
2	Evaluate the key principles of the decision-making process through the application of quantitative techniques.	KS1	KS5
		KS3	KS6
		KS4	KS10
3	Critically evaluate the uses and impacts of data analysis to gain financial insights and business intelligence	KS1	KS5
		KS3	KS6
		KS4	KS10

Transferable/key skills and other attributes

Derogations
None

Indicative Assessment

Assessment: requires students to undertake a piece of research into relevant issues within financial performance analysis and business decision making.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Essay	100%		3000

Learning and Teaching Strategies:

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

1. Financial planning and scenario planning in business
2. Business values and the decision making framework
3. Techniques to aid financial decision-making
4. Analysing and interpreting the decision outputs
5. Performance management information, measurement and reporting
6. Techniques of quantitative business analysis.

Bibliography:
Essential reading
Textbooks: Atrill, P, (2014), Financial Management for Decision Makers, 7th Edition, Pearson Education, Harlow, United Kingdom
Other indicative reading
Textbooks: Titman, S., Martin, J D. and Keown A J., (2010), Financial Management – Principles and Applications- International edition, 11th edition, FT Prentice Hall. Gitman, L. J., & Zutter, C.J. (2014) Principles of Managerial Finance, 14th Edition, Pearson Education, Harlow **Journals** Journal of Finance Journal of Corporate Finance Websites: www.cimaglobal.com